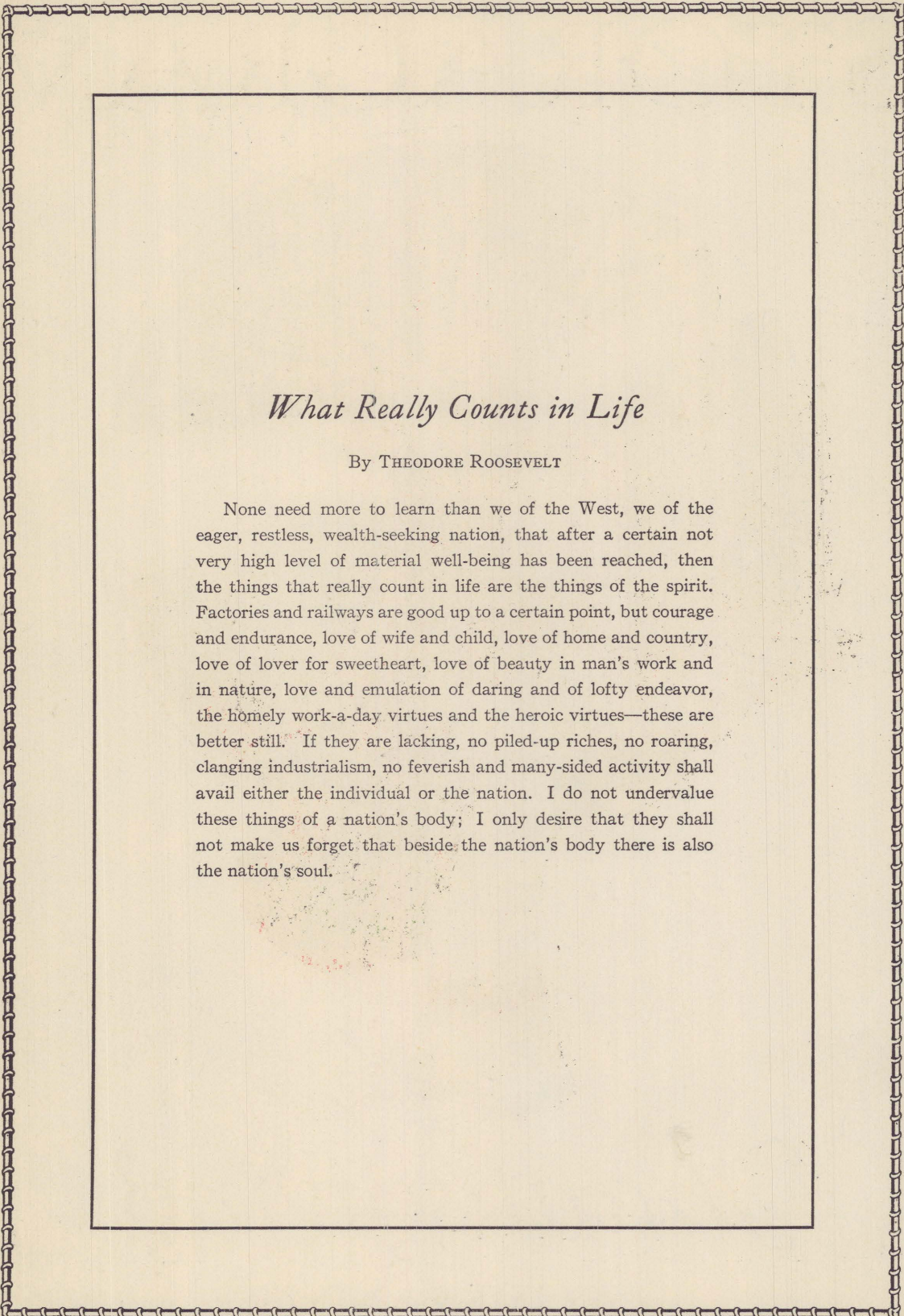


The STORAGRAM



Thanksgiving

KAUFMANN'S
FIFTH AVENUE PITTSBURGH



What Really Counts in Life

By THEODORE ROOSEVELT

None need more to learn than we of the West, we of the eager, restless, wealth-seeking nation, that after a certain not very high level of material well-being has been reached, then the things that really count in life are the things of the spirit. Factories and railways are good up to a certain point, but courage and endurance, love of wife and child, love of home and country, love of lover for sweetheart, love of beauty in man's work and in nature, love and emulation of daring and of lofty endeavor, the homely work-a-day virtues and the heroic virtues—these are better still. If they are lacking, no piled-up riches, no roaring, clanging industrialism, no feverish and many-sided activity shall avail either the individual or the nation. I do not undervalue these things of a nation's body; I only desire that they shall not make us forget that beside the nation's body there is also the nation's soul.

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

Published monthly by and for the employees of Kaufmann's, "The Big Store"; printed and bound in our own Printing Shop

Vol. VI

Pittsburgh, Pa., November

No. 9

Our store is replete with the finest assortment of merchandise. Departments have been arranged for the holiday trade. The store is fully prepared to meet the customers' needs in both merchandise and service.

We trust that at this time your loyalty is further inspired by the enthusiasm which comes with the Holiday Spirit.

Our store is an institution of service. Our customers are our guests. Show them the hospitality which they deserve; courteously assist them in the selection of gifts; make helpful suggestions to them of other items in your own and other departments.

In your contact with your customer, reflect the Kaufmann ideal of service. This will insure both for you and the store continued and increased patronage.

O. M. Kaufmann

Sidelights on the Bureau of Employment

What it is and Does

The Bureau of Employment is a branch of the Service Division of our store, under the control of the General Superintendent and Personnel Director.

It is the duty of the Employment Manager to maintain a service department for executives, an advisory bureau for the employees, and to help maintain a contented permanent working force.

The chief function of the department is the interviewing, selecting, and engaging of workers best qualified to fill the vacancies occurring in the organization.

To be able to fit the right person to the right job, it is necessary that those doing the engaging know:

- First: The qualifications of applicant.
- Second: The requirements and environment of the job itself.

After the preliminary interview, applicants for positions are requested to fill out an application blank. The filling out of this blank is considered by many a "necessary evil," and one of the numerous trials of the unemployed. Few seem to realize that its value is twofold: first, to the applicant; second, to the employer. The application blank is an aid in deciding the vital question—that of selecting the right person for the right job.

To secure an adequate supply of desirable applicants, the Employment Department must keep in touch with the sources of supply. A file is kept of reserve list of applicants.

Requisitions for help in the various departments are sent in writing, signed by the Head of Department. A regular requisition form is used for this purpose. When a requisition for help is received, the Employment Department refers to the Production Record in the Superintendent's Office, and upon approval of same, the requisition is filled.

After choosing an applicant for a certain position, the Employment Supervisor arranges with the new employee to report to the Training Department the first day for the necessary instruction in Store Policies, Regulations and Store System.

Although interviewing applicants is apparently the heaviest task of the Employment Office, there are many other duties under its supervision which are almost equally important. To transfer employees not needed in one department, to fill vacancies where pressure is great, to transfer to different kind of work, arrange for promotions or increase in salaries, and to make an analysis of all the jobs in the organization are some of its problems.

To hear the problems of executives and employees, and to further the good feeling between executives, employees, and fellow employees, and to interview employees leaving the service are all matters that come under the jurisdiction of the Employment Manager, and that must be taken care of promptly as they arise.

Interviews for applicants are arranged between 8:30 A. M. and 3:00 P. M. Employees wishing to consult employment supervisors regarding any matter are asked to do so between 3:00 P. M. and 5:30 P. M. It will save time for both the Employment Department and the employees from other departments by adhering to this schedule.

M. A. MALONEY.

The Contingents

The contingents may well be called the first aid force to the various depts. Both the Selling and Non-Selling contingents are ever ready to give assistance throughout the store as the need for extra workers arises. When fellow-workers find it necessary to absent themselves from the store, it is our contingents who take their places, upholding the service. Special selling events require additional salespeople. At such times, a trained group of employees, able to sell in any department, is of immeasurable value to the organization of the store and to fellow-workers.

Each person remembers the first day at work: the self-conscious, lost and awkward feeling that accompanied it. The first visit of a contingent to a department is somewhat similar. Regular employees, familiar with the particular department practices, location of stock, essential information about the merchandise and its care, sometimes fail to realize the importance of showing and explaining these chief points to the contingents. They are expected to help with the stock work and remain in the department the same as regular employees.

To the customer there is no distinction between regular department employees and contingents. To be able to serve a customer efficiently one day in women's coats, the next in silk underwear, and the following day in infants' wear, is hard work. In the event of a large sale, the buyers explain very carefully the selling points and articles included in the sale at contingent meetings held the day before the sale. This effort is made in order to keep the service to customers at as high a level as possible, even on extremely busy days.

Our contingents are eager and anxious to give their best services to the department in which they are placed. Whether or not they can accomplish this depends, to a large extent, upon the help which you are willing to give them. Their success in your department and usefulness to the entire store depends upon your attitude toward them.

L. DUNKEL

The Customer's Point of View

Mr. Joseph Stadfelt, a director of the company, gave a very interesting talk at a recent meeting of the Buyers' Association of the store. He spoke from the customers' point of view and said that his opinion of a department store had always been the same as that held by the general public. Satisfaction with the goods and service is determined by the clerks who wait upon him. One salesperson has the power to make him admire the service and merchandise in this store and bring him back again. The general public can judge a store only by the people with whom they come in contact. Most shoppers have no idea of the many hands of a great organization which are constantly working behind the scenes for their comfort and convenience.

In closing, Mr. Stadfelt expressed a thought which each of us should consider: "Our president, a man of sympathy and genius, can express his ideals only through the members of his organization." Each employee of the store is a member of the organization and as such is an important part in making these ideals matters of reality.

IMPRESSIONS OF MY EUROPEAN TRIP

"O, FOR A LIFE ON
THE ROLLING WAVES"



A HAVEN FOR THE SENTIMENTAL
AND LAZY.

THE RACES

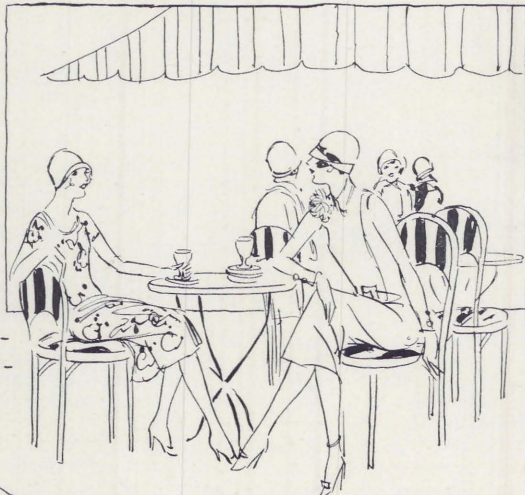


WHERE THE MADAMOISELLES
DISPLAY THE SNAPPIEST HOSIERY.



AT THE FOLLIES

MT. VESUVIUS
AND POMPEII
WERE AMAZING—
QUELQUE FUMEE.

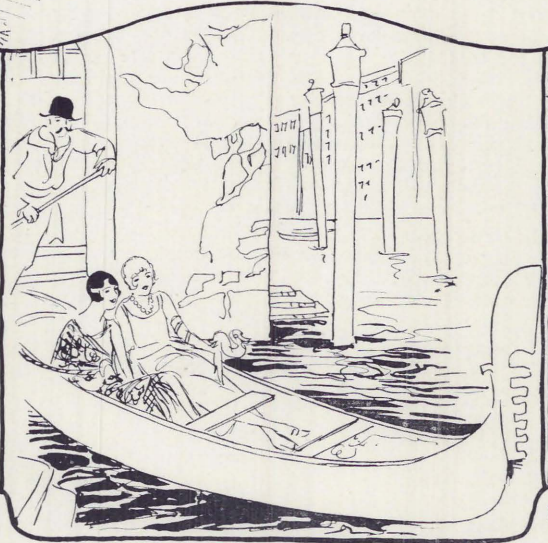


SIPPING COFFEE NOIRE AND APERITIF AL FRESCO.

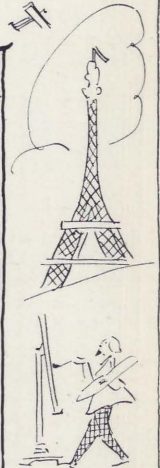
TAKING THE AIR IN EUROPE.



THANK HEAVENS WE'VE DONE IT. NOW WE
CAN SAY - "WHEN WE FLEW TO PARIS."



THE VENETIAN EQUIVALENT
OF OUR YELLOW CAB -
YOU DO NOT LIVE
IN VENICE, YOU
DREAM THERE.



SAW SOME
REAL ARTISTS



TWO ALICES
IN THE WONDERLAND
OF THE EXPOSITION.



IN THE ALPS
WITH SOME OF THE
BEST YODELERS.

by Carol Howard Spindler

Letters of Appreciation

THE CARNEGIE INSTITUTE Pittsburgh, Pa.

Mr. Edgar J. Kaufmann, President,
Kaufmann's, The Big Store,
Pittsburgh, Pa.

My Dear Mr. Kaufmann:

For myself and the Trustees of the Carnegie Institute I want to make acknowledgment to you for the excellent display of paintings in the windows of your Store. The pictures are all painted in the highest standard of art and are the work of the greatest artists of modern times. In displaying these precious treasures at the moment when we have opened our International Exhibition at the Carnegie Institute you are giving the most valuable co-operation to us in our efforts to promote in this great industrial community an appreciation and love of the fine arts, because it is a foregone conclusion that the many thousands who are viewing your beautiful paintings will not be satisfied until they have studied the larger exhibition at the Institute, which represents collectively the best production of all the nations.

I know something of the pains you have taken to assemble your window exhibition, and I congratulate you upon doing a public service of the highest value to our city.

Sincerely yours,
SAMUEL HARDEN CHURCH,
President.

Mr. C. J. Hanlan,
Kaufmann's, "The Big Store,"
Pittsburgh, Pa.

My Dear Mr. Hanlan:

Please be advised that we are now ready to begin delivering packages to Red Cross Roll Call Chairmen throughout the county. In going over the records, we find there are several thousand packages to be delivered. Of course, this means a great deal of work for you and your staff, and a great deal of money saved for the Pittsburgh Chapter of the American Red Cross.

May I take this opportunity to express the appreciation of the Roll Call Executive Committee for the splendid service your department renders the Roll Call Committee during our annual membership drives? I regret that we cannot send a note of thanks to all the individuals co-operating with Mr. Edgar J. Kaufmann, our Red Cross Chairman of Distribution of Supplies, but perhaps you could convey our appreciation to the various individuals who assist the Red Cross each year, through your store paper.

Please say for our Committee that "The Big Store" saves us many, many dollars during our campaign each year, and that we are very grateful to you and Mr. George Erb for the efficient manner in which you handle our supplies, and for your willingness to accommodate at all times, especially when we are required to make some rush shipments.

The genuine co-operation of "The Big Store" in responding to our requests, and the prompt attention given them, constitutes a very valuable contribution to the work of the Red Cross in Allegheny County.

The service you are rendering enables us to make good our promise to the boys who fought for us on the battlefields of France, when we pledged we would not forget.

Yours for the Success of the Ninth Roll Call,
(Signed) SOPHIE LEVIN,
Roll Call Director.

Sometime ago a music teacher of Pittsburgh through our Travel Bureau bought a ticket to a town in Alabama. She packed a quantity of sheet music in a large can and expected to take it on her ticket as baggage. However the railroad company refused to accept it as personal baggage. The young woman, about ready to catch her train and not knowing who else to appeal to, called the Travel Bureau and asked them to send the package to her by express. They very gladly agreed to do this, and arranged to have the package moved to the express office. The express company also refused the "can of music." Then a porter from the store carried it to the freight station and again it was refused. There was but one method of shipment left—parcel post—and the package weighed too much for that. The music was brought to the store, packed in two boxes and sent to Alabama.

The following letter shows that this service was fully appreciated:

KAUFMANN'S TRAVEL BUREAU,
PITTSBURGH, PA. Dear Sir:

I have just received the two packages of music and I cannot express my gratitude to you for your extreme kindness. It is a favor I can never forget. I had no one to attend to the matter, and for a stranger to favor one to that extent is more than one could expect to meet with in a life time. I appreciate your kindness more than I can express.

Yours with the best of wishes,
Sheffield, Ala.

The Adoria Beauty Salon

The Adoria Beauty Salon has been established on the Fifth Floor since September. Are you acquainted with Madame Donath, and do you know all the services which she through her expert staff of workers, offers to the employees of the store as well as to the public?

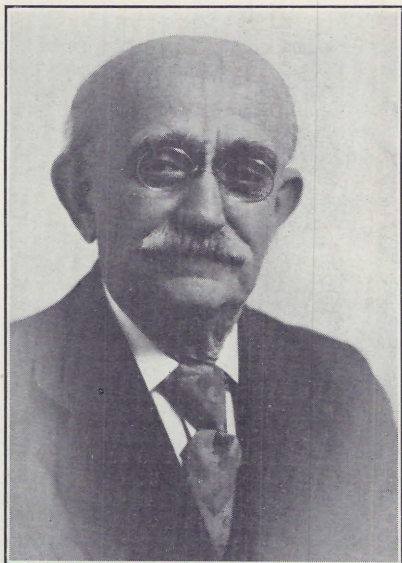
The Beauty Salon is unexcelled both in its furnishings and its service. If appointments are made in advance very little waiting has to be done. And a short wait is no hardship on comfortable chairs in such attractive surroundings. The department is furnished in such a way as to give the most satisfactory service to the customer and the greatest convenience to the operators.

The department has fifteen manicurists, and thirty other employees (including the "Bobber Shop" on Third Floor). These employees are specialists in some line of beautifying, and one or another of them is able to take care of all your beauty problems.

Two offers of the Beauty Salon for November may interest employees. You can get a permanent wave for ten dollars, and if the appointment for the wave is made before December 1, the same price will hold good until the first of the year. You also can buy during November, a four dollar and a half ticket which will give you six dollars worth of work. Regular discount to employees is allowed on the ticket and the permanent wave just as on all other services.

The Beauty Salon is able to give you any kind of beauty service. Certain special services have been introduced recently—the Rubenstein facials, electrolysis, and finger-waving.

Madame Donath is interested in serving the employees. If you want treatment for your scalp, a facial, or have other similar problems, consult Madame Donath. She will be very glad to advise you as to what is needed.



Would you ever guess that this young looking man celebrated his 76th birthday, October 22? To those of you who don't know him, let us introduce Mr. Adam Kiefer in the Linen Department and a member of the Stand-By Club. In his thirty-one years of service, he has an unusual record, never late nor absent except to attend a funeral.

We asked, "Never sick?" and the reply was, "Why should I be sick?" He said the secret is that he has walked to work—a twenty-five minutes walk, winter and summer, year in and year out. We wouldn't want to put the street cars out of business by suggesting that we all follow Mr. Kiefer's example, but if a brisk walk everyday insures perfect health, it's worth trying.

Best wishes to Mr. Kiefer for many more happy birthdays.

The Wizard's Touch On First Floor

Leaving the store a little late one Saturday night, we were surprised to step off the elevator into what seemed to bedlam. Carpenters to right pulling up, and carpenters to left pounding down; handtrucks loaded with merchandise headed toward the rear and other trucks loaded with more boxes passing dangerously near them headed for Smithfield Street; the buyers following their merchandise back and forth looking anxiously after it. It seemed a great change was in progress, and everybody was too busy to take time to give an explanation to the curious—so the puzzle was not solved until Monday morning.

Monday morning, we beheld a new corner on First Floor between Fifth Avenue and the elevators. The Men's Furnishing Departments were installed in this section. Umbrellas, women's hosiery and leather goods had moved across the aisle into the other section. The most evident change was the greater width of the main aisle and the seemingly greater space in front of the elevators. The broader aisle and better display at the elevators is obtained by the new square display cases, in which ties, shirts, socks and scarfs are shown to best advantage. Having the Men's Furnishings all in the one section so conveniently located on the Main Floor allows the men (who proverbially hate shopping) to make their purchases with the least effort.

Zeke Reappears

Beins as how I ain't writ nothin in th' las' two iss-hues o' th' Storagram—an' this is sich a wonderful evenin' t' do nothin' else but—I'll jis pertend t'be a stoppin at this here hotel an' use their writin' desk in the interest o' the Storagram.

It's no use any more t' be a house t' house bill collector if you ain't got awful hard knuckles.

ZEKE.

I found out durin' the world series jis why they called th' Pittsburgh ball club Pirates—I bought a ticket.

Burkhart: "I can go with any girl I please."

Miss Rogers: Yes, too bad you don't please any of them."

"I'm afraid my daughter isn't trying enough," said a mother visiting the notion department where her daughter is employed.

"You are quite wrong, Madam," said the floorman, "I assure you she is the most trying sales-person in my section."

Heiney says he gets ten thousand miles and more out of a set of tires—and some other men tell the truth.

There was a young lady named Cohen,

She had her nice hair all mow-en,

And now she is sad, but she ought to be glad,

For she looks younger if truth is but know-n.

"ZEKE."

Things is gettin' so that it's goin' t' be almost 'mpossible in th' future t' die o' natural causes.

Th' most pitiful sight is two neighbors that meets each other while goin' t' th' others house t' borrow th' same thing.

A flivver is no respector of th' kind o' car it has t' pull in.

Religion is just like anything else 'twill git ol' an' rusty if it ain't used.

When some people go t' a dance th' only thing they don't have t' borrow is nerve.

Most wimmin don't like radio 'cause they can't talk back.

You can't never tell what a girl will do next and if you could she probably wouldn't do it.

Settin' th' pace is one thing an' keepin' it up is another.

It's a very fine thing t' give credit where credit is due but it's better to be paid in cash.

Hidein' a mistake is worse th'n makin' one.

Thompson says that when charity is needed he is always first to put his hand in his pocket. And Jimmy Mayfield says "It's true" and he keeps it there 'till the danger is over.

Heard on the Second Floor: "Will these shoes wear long?"

Shoe Salesman: Wear long? Why sir nobody has ever yet come back for the second pair.

Reward

The editor admits that she wondered at the non-appearance of Zeke in her previous issues, and rejoiced to see his pithy column again. She was curious to know "Zeke's" identity and her curiosity was doubled when a telephone call came asking if material signed Z-E-K-E had been received. Unfortunately the editor is not yet familiar with all the voices in the store. She is reduced to the necessity of offering a reward of one sundae (any variety) to the first person who reveals the identity of this mysterious Zeke. Come forth, sleuths, and try for this mammoth reward—



Mr. Edward Cummings, who has been floor superintendent on Sixth Floor for several years has been promoted to assistant superintendent of the North Side Warehouse. The employees of Sixth Floor expressed their appreciation of Mr. Cummings' work and their regret at this departure by presenting him with a beautiful watch and chain at a meeting Friday evening, October 30. Mr. Cummings was called to the superintendent's office at 5.25 and when he returned at 5.35, everyone was assembled around the service desk to greet him. Mr. Schwartz made a short speech expressing the feeling of loss of all the Sixth Floor departments in the promotion of their floor superintendent. When the watch and chain were presented to Mr. Cummings, he was so affected he could not even say "Thank you." But you have only to see him show his watch to know how highly he values the gift.

The whole store joins with the fellow-workers of the Sixth Floor in congratulating Mr. Cummings on his promotion and wishing him success in his new work.

Mr. Joseph Cavanaugh succeeded Mr. Cummings on the Sixth Floor. We wish him every possible success.

News From Miss McKenzie

Miss McKenzie who has been at the Allegheny General Hospital for some time is able to be home again, and very happy over it. We know that every one will be glad to receive this news. Miss McKenzie was very pleased with the flowers sent her by the Paymaster's Office, Timekeeper's Office, Bookkeeping Department and others. The store family always has a warm spot in its heart for "Mother" McKenzie.

Radio Fans

The boys in the Radio Department are ambitious to know more about their work, and are taking special night courses to learn all they can about the theory and "tricks of the trade" in radio.

David Tyrnauer is taking the Fifth Avenue High Radio Course; E. C. Townsley and George Snow are taking a special course in radio at Carnegie Tech. Have you any radio problems? Call on these enthusiastic students of radio for help.

Hay Ride in Modern Style

The Bear Run Reunionists are unanimous in voting their "hay ride" of November 3, a successful party. To date, we have not heard why it was called a hay ride, for the mode of transit was not a hay wagon but street car and motor truck. Their destination was a farm and perhaps that's where the name originated. But, after all, what's in a name?

The party left the store headed for the Westview street car. One little girl not knowing just where to get the car decided to stick close to Mrs. Snyder. Then she stopped just one minute to buy a newspaper and when she turned around, lo, the twenty-three other excursionists had disappeared. She ran to and fro but to no avail, and finally went home. Her absence was not noticed until the crowd was on the street car. Peggy Drake wanted to play the hero, stop the car and seek the lost maiden, but the street car conductor thought there were already enough on the car, and they had to go on without Mary.

Whoever chose Earling's Farm for the party evidently had had some previous experience with their dinners. It's impossible to describe the food, and moreover we don't want to make the rest of the store family feel badly for not having tasted that delicious spring chicken, those crisp waffles, or any of the other toothsome foods—crowned with the best pumpkin pie in the world. Did we do justice to it? Mrs. Snyder ate so much chicken she's ashamed to look at one now; Miss Killmeyer holds the marathon record for waffles, having consumed sixteen; Loretta didn't slight anything, and hadn't any difficulty with four pieces of pumpkin pie.

The favors, for which Mrs. Snyder was responsible, were handkerchiefs made into flowers, and a lolly-pop and package of chewing gum hidden in its petals.—A new kind of fruit.

After dinner, the program was dancing, singing, games and a mock wedding. The prize winners were:

Door Game—Sadie Glasser—Handkerchiefs.

—Mrs. Snyder—Flowers

Poison Stick—Sara Gilligan—Stationery

—Betty Schmidt—Perfume

Witch Game—Sara Marshall—Garters

The principles in the wedding were Irene Manson, bride; Loretta Boehm, groom, and Sadie Glasser, organist. There were no attendants but plenty of witnesses. The honeymoon was the truck ride back to the street car in which moonlight added to the glow of romance.

Everybody declares it was the jolliest party they had ever attended, and the cry is, "When is the next one?"

A Hallowe'en Party

The boys of the twelfth floor stock rooms celebrated Hallowe'en in the real spirit by having a dance and party for themselves and best girls.

"Jimmie" was chairman of arrangements and the success of the party proved him to be a capable executive. The crowd went first to Duquesne Gardens to dance and then to a South Side Club for a real Hallowe'en celebration.

Sam Bernstein was the champion Charleston dancer—but then he had been practising continually for weeks. We hope that Rhinehart Gimbel enjoyed the party. He wanted to take Minnie, but said every time he took a good-looking girl to a party some one stole her. Hard luck—

This crowd certainly did its share in helping Pittsburgh celebrate Hallowe'en.



Educational Notes

Gift Wrapping

Christmas gifts are being purchased every day. Do we wrap them as we would like to receive or send a gift?

The wrappings on a lovely piece of merchandise can either detract from or greatly enhance its beauty.

One customer was well pleased with a gift package: "The gift was very attractively wrapped and could not have been packed better. The bowl was wrapped in white tissue paper, then placed in a box with fancy shredded paper around it, evenly spaced. 'Glass' stickers were pasted on the package, and it was marked for future delivery as per request. The salescheck had been taken out and Kaufmann's gift card was enclosed in the package, thus giving an added touch of daintiness."

When selling a gift—

1. Suggest a card.
2. Be sure to put a "No price" sticker on the original sending label and body of the duplicate.
3. See that the check is not enclosed.
4. Ask the wrapper to use a gift box when wrapping.

Be sure to take special care of gift merchandise.

New Books

For Gifts or Your Own Enjoyment

- Breadgivers.....Anzia Yezierska
A story of poverty, prejudice, tradition and loneliness of the New York East Side.
- Arrowsmith.....Sinclair Lewis
Department store people are not the only ones that have their ups and downs. Read ARROWSMITH and you will see the trials and tribulations of a professional man.
- Keeper of the Bees.....Gene Stratton Porter
A story of a worn torn soldier and his success.
- Old Youth.....Conningsby Dawson
A real society story of modern sophistication.
- Gas-Drive-In.....E. J. Rath
A cleverly written romance—a laugh in every line.
- There You Are.....F. Hugh Hubert
George, the young hero is left at the station with a baby in his arms. Complications upon complications arise. This book will put you in a good humor.
- Meadowlar Basin.....B. M. Bower
A blood and thunder story of the good old cowboy days.
- Beau Geste.....P. C. Wren
Another great mystery story of the season. Unusually well written.
- Ruben and Ivy Sen.....L. J. Milne
A sequel to Mr. and Mrs. Sen. Here you find the problems that face the children of a Chinese and English marriage—full of romance.
- Son of His Father.....Harold Bell Wright
Here is a novel full of adventure and the great open spaces. A book that any man would enjoy.
- The Red Lamp.....Mary Roberts Rinehart
A thrilling mystery that will keep many a reader up all night.
- Little Ships.....Kathleen Norris
No, you haven't read it in a magazine. It's a brand new love story.
- Perennial Bachelor.....Anne Parrish
A Harper Prize Novel of American life from 1850 to the present date. Full of emotion and character.

| | | | |
|--|--------------------------------|---------------------|---------------------|
| KAUFMANN'S THE BIG STORE 57 AVENUE COLUMBIA ST. | | AUTHORIZATION | |
| SOLD BY 13217 | AMOUNT OF SALE 2.00 | | |
| FIRST NAME GEO | INITIAL BL | LAST NAME BLASKO | |
| PRINT INITIALS AND FIRST LETTER OF LAST NAME | | | |
| -DEPOSIT- | | | |
| 49106-14 | | | |
| P VIA | | | |
| SOLD BY 13217 | | | |
| COIN NUMBER 500 | AMT. PAID OR ROW SOLD 10/22 | DATE | |
| CHARGE TO | | | |
| M. Mr. or Miss GEO | FIRST NAME BLASKO | INITIAL BL | LAST NAME BLASKO |
| PRINT INITIALS AND FIRST LETTER OF LAST NAME | | | |
| #95 115 KIENNEY AVE | | | |
| JMS KEES ROCKS | | | |
| WASH GOODS Deposit | | 2.00 | |
| 100 Blau's | | 3.85 | |
| Deposit | | 2.00 | |
| Bal. | | 1.85 | |
| <49106-15> | | | |
| 49106-14 | | | |
| ACCOM. PKGB. SPELL NUMBER | VALUE \$ | TOTAL | |
| IDENTIFIED BY | | | |
| WRITE YOUR NAME IN FULL | | | |
| CASHIER'S VOUCHER | | | |
| AMT. REC'D OR ROW SOLD 500 | AMOUNT OF SALE 2.00 | | |
| SOLD BY 13217 | DATE 10/22 | | |
| WASH GOODS | | 49106-14 | |

A PERFECT DEPOSIT SALES CHECK

How do your deposit checks compare to this?

Next month we will show another perfect salescheck. Will it be yours?

WHY WE FAIL

| | |
|----------------|-------------------|
| Too much talk | Not enough work. |
| Too much sigh | Not enough try. |
| Too much below | Not enough go. |
| Too much blink | Not enough think. |
| Too much mope | Not enough hope. |
| Too much shirk | Not enough work. |

Beware of the Trecherous Cold

It has been observed that colds are most prevalent at certain seasons of the year, although they may develop at any time or season. They reach their highest peak, that is, the greatest number of people have colds, about the second week in October. The second highest peak is in January.

Very few people realize the seriousness of a cold, the more dangerous diseases that develop so quickly from a cold, and the possible after effects of a cold. A cold is a congestion which easily develops into an infection, because the germs develop too fast to be overcome by the natural curative corpuscles in the blood. Seventy-five per cent of all pneumonia comes from cold germs which have spread from the nose and throat to the lungs. Bronchitis and asthma usually begin with colds. Meningitis often comes from an ear infection, and this infection has started because cold germs have spread through the eustachian tube from the nose to the ear. Sleeping sickness and paralysis agitans may be the result of a cold. Knowing these facts, you should not feel badly when you are advised to take a day off to cure your cold. One day off in the early stages of a cold usually stops it. If not treated, the cold may cause you to lose many days. Thirty-nine percent of all absenteeism in mercantile establishments is from colds.

One of the best ways to avoid a cold is to keep your system in such a condition that it can easily throw off the cold germs. A cold is one kind of infection and is contagious, so that it is possible to "catch" a cold from another person. Any agent (such as smoking) which irritates the mucous membrane so the germ can take effect, will predispose a person to colds. Cold drafts lower the temperature of the throat lining and often cause a severe cold. A person with poor circulation is more effected by changes in temperature and take precautions against being chilled.

An ordinarily healthy person stands a good chance of warding off colds, if he follows certain rules:

1. Get plenty of rest.

Arrange your twenty-four hours so that you have at least eight for sleep.

2. Keep the bowels well regulated.

3. Do not over-eat.

Catarrhal infections often come from an upset stomach.

4. Have your bedroom well-ventilated.

The open window should be at the foot of the bed, so the cold air does not blow directly on the face.

5. Dress in a warm room.

Getting out of a warm bed to dress in a very cold room is too great a change and will chill the body.

The first step in the treatment of a cold is to find out what stage it is in. Go to the hospital and have your temperature taken. A temperature may indicate the need of treatment and rest to cure your cold. Forty-eight hours of rest usually increases your resistance. One good cathartic will help to cure a cold, but too many will weaken you. Your diet should be simple—liquids, vegetables, custards—and you should drink plenty of water. These simple remedies with rest are even now the most satisfactory cures for colds. Chlorine gas has been tried as a prevention and cure, but medical opinion is divided as to its effects. Vaccine treatments also are in an experimental stage.

Take precautions against cold infection and if you get a cold, don't let it drag on. Come to the hospital at once.

DR. WECHSLER.



Dollars for Your Ideas

Suggestions are profitable—both to the store and to you. Each month prizes are awarded to those making the best and most practical suggestions for store improvement. In addition the names of the prize winners will be published in the Storagram.

Suggestion Boxes are on every floor—USE THEM.

Congratulations

Some time ago the editor found upon her desk the following card:

UPON PRESENTATION TO
EDWARD HENRY HUNVALD
THIS CARD
ENTITLES THE BEARER TO
ONE CIGAR

The Occasion Being a Visitation from the Stork

Asking for more news instead of the cigar we gained these facts. It is a young daughter named Irene Castle Hunvald born October 6 and weighing nine pounds.

Eddie trusted "Jake" to make a fair distribution and no one was slighted. We're sure that all the recipients join in sending best wishes to Baby Irene.

Did you see that smile on Mr. Gavender's face the other Saturday morning? And a good reason he had to smile! October 24th ushered Helen Frances Gavender into the world—a very lively baby weighing seven and a half pounds. Best wishes to Helen Frances for a long and merry life.

On October 26th, the stork visited the home of Mr. Keller and left a baby girl. We haven't found out its name, but we do hear that it is an unusually smart child. When she was just twenty-four hours old, she cried "papa" as Mr. Keller came in the door. It will be interesting to hear Mr. Keller and Mr. Gavender compare notes on bringing up children.

There seems to be a regular gambling game going on in this city. About forty thousand people every week put up \$1.50 for a street car pass betting the railway company that they will take eighteen or more rides that week. We wonder how many people have beaten the company so far? The two times we bought a car pass the traction company won by three rides. We think the only sure winners are messenger and delivery boys, city salesmen and the railway company.

The Storagram

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6th Floor—MR. GREER—Wash Goods
MR. ROTH—Barber Shop
Miss EPSTEIN—House Dresses
7th Floor—Miss LASHER—House Furnishings
8th Floor—MR. NICK KOLLING—Furniture
9th Floor—MR. DERBY—Draperies
10th Floor—Miss HALEY—Alterations
Miss SOBEL—Auditing
12th Floor—JACK LAGORIA—Stock Room
Forbes —GEORGE ERB—Delivery
JOE HADLEY—Garage

NOVEMBER 1925

The Red Cross Roll Call

ON Armistice Day, November 11, the American National Red Cross, commonly known by the shorter title of the Red Cross, opens its annual membership campaign or Roll Call. This is an appropriate time to ask what the Red Cross is and does and what our stake is, as individual members.

The Red Cross, which we shall rejoin for another year, is American and National. It is American in that it is confined to the United States and its possessions, and represents the American people when it is called upon for relief operations in foreign countries. It is a people's organization, operating free from racial, religious or social class lines. It is a semi-official arm of the Government, chartered by Congress. Its President is always the President of the United States; high government officials compose part of its governing committee, and its books are audited by the War Department. When we join the Red Cross, we join both the local unit and the national body. Out of every membership fee whether the simple annual fee of one dollar or special forms of membership with higher fees, fifty cents is turned into the national treasury for the work of disaster relief and the maintenance of supervising services.

The position of the Red Cross in our national life is peculiar. There are plenty of other worthy organizations working for human welfare, but none has the official status of the Red Cross or duplicates its special tasks.

Enthusiasm

TWO friends were discussing another friend (as is the wont when two friends get together). This time the third one was being lauded. "Of course, we must have Martha in it. She's always so enthusiastic about anything she undertakes. Everybody knows the plan is going through, when she helps." A true commendation for Martha!

Enthusiasm is defined as "earnest and fervent feeling; ardent zeal"; and it is amazing what a person with ardent zeal can accomplish. It takes us into a cause or work with the feeling that we are doing just the thing we want most to do; it makes obstacles look like mole-hills to be stepped over easily; it improves our vision so that we see all the interesting incidents connected with our work; and it helps us to perform unusually hard tasks and feel none the worse for wear.

The cynic remarks that enthusiasm is only an expression of youth and that as a person grows older he or she settles down to the daily grind, and expresses neither approbation nor disapproval at what is handed out by Fate. Such very frequently is the case when a person lacks the ability to see the possibilities around him, but it does not apply to the person who has found a job which he loves. The latter is more likely to take every opportunity to tell you all about his work, and amaze you with the number of problems entailed in it. The one man is listless, uninterested and uninteresting; the other is alive, watching events around him and always in demand because he gets things done.

There's a big job ahead for everyone in the store. The Holiday business is crowding in from every corner, and we have to keep enthusiastic over our work if we are to take the strenuous days lightly. The merchandise in our various departments should make it easy for us to help our customers choose their gifts. We have beautiful things to offer them. If we show enthusiasm for our merchandise, the customer will be pleased with us and pleased with the gifts she is buying. And this "ardent zeal" in selling our merchandise will be a remarkable sustainer for days which require unusual effort.

News From Our Foreign Offices

IN reply to a letter to our foreign offices asking for news from them, we have received messages which show the bond of common interest which exists between the workers in these offices and the employees of The Big Store:

From Florence:

"We assure you that we shall be more than pleased to collaborate with you in your paper and we hope to send you soon some interesting news from Florence."

From London:

"We are very pleased to know that you look upon us as fellow-workers. We are sure there are many interesting events that take place each day in London which would be very good reading for the store workers. You may look forward in the near future to receiving many contributions to your magazine."

From Paris:

"We will be glad to send you items from time to time which may be of interest to your readers as the Paris employees of Kaufmann's are just as interested in the progress of your splendid store as those who held create the demand for our foreign merchandise."

From Berlin:

"Following your suggestion, we will want to contribute our share to your magazine in sending you interesting news items of daily events which would be interesting reading to you."



A VIEW OF THE NEW FRENCH ROOM

Fifth Floor Millinery Department

The new French Room which only recently has been opened to the public is the last of the suite of rooms which makes our millinery department one of the finest in the country. The Adoria Room displays hats for the older woman; the Debutante Room contains hats with charmingly youthful lines; the French Room reveals the ultra-smart in millinery. If you have not been in this department recently, take a few minutes to visit Fifth Floor and look at these lovely rooms.

Every part of the French Room shows the most

careful effort to make it beautiful in itself and to allow the display and fitting of hats under the most favorable conditions. The ceiling deserves special mention. It is hand-painted, and the motif for the design was taken from a ceiling in the reception room for women in the Baths of Titus that were built in Rome 1900 years ago. We may well be proud of the new departments that are appearing throughout the store, which form rich backgrounds for the great variety of merchandise offered to our customers.



Our Ideal

The success of the delivery system of "The Big Store" depends upon the courtesy, interest and co-operation of every chauffeur and helper. Just as a chain is not stronger than its weakest link so does the good name and reputation of Kaufmann's delivery depend upon each individual. Fine cars create a good impression, but it is the man or boy who delivers his merchandise courteously, carefully and efficiently who makes "The Big Store" BIG in the eyes of the customer.

Work well done requires less effort and worry and gives the doer a satisfied feeling that he has done his best and is a credit to the organization to which he belongs.

C. J. HANLAN.

TO MISS JOSEPHINE PAULEY:

The girls of the Mailing and Stenographic Department take this means of thanking Miss Pauley for the very delightful and entertaining affair given in our honor at her home in West End on the 29th of October.

Talk about eats, you sure were there,
No better stuff could be had anywhere.
And the games, prizes, diversions that night
Would even bring back a blind man's sight.
You're the real hostess, we all will admit;
Your Hallowe'en affair was a perfect "hit."

THE GIRLS.

—♦—

A egoist is a man who tells you those things 'bout his silf which you wanted t' tell him about yourself.

From the Office of the Systems Manager

SUBJECT: The proper use of paper towels.

Purchase a thesaurus, a pair of non-skid chains, diving suit and revolver. Load the latter and enter the washroom. Wash your face thoroughly. The attendant will hand you a paper towel. Start with the lower left end of the towel and apply it to your chin. Slowly draw its entire surface over your face, once. Now attach the non-skid chains and repeat the operation, being sure to close your eyes.

At this juncture the towel will commence to shred and crumble into small bits. These will pass down your neck. Now, put on the diving suit, but leave the face exposed. Continue with what is left of the towel. When you feel the first bit of stray paper entering your nostril, count one hundred, whistle cheerfully, "Throw Out The Life-Line," at the same time opening your thesaurus to synonyms for damn. Go down the list, repeating each word slowly and distinctively. By this time you are ready for the final step.

Go to the office of the paper towel manufacturer. Dash past the office boy and shoot the manufacturer. Some prefer a knife for this, but a pistol is better.

Your usual kind co-operation will be appreciated.

✦ ✦ ✦

Sixth Floor Wash Goods and Linens

Everyone should meet Mr. McKenzie. He is not the Golf Champion but is a merchandise champion. His recent trip to New York was such a success, he has named his merchandise "door busters," so look out for the crowd.

Mr. Richards and Mr. Greer will soon become educated. They are serving another term in the Executive Training Course.

Our youngest man in the linens is Mr. Kiefer who has just passed his seventy-fifth year, and is now seventy-six years young. He came to Kaufmann's the year Mr. Greer was born, so guess Mr. Greer's age.

Life is a struggle but every one in the Wash Goods Department will say it is made easier by Mr. Tongue's congenial smile and considerate manner.

We are all glad to see Miss Embs back in the department after her recent illness and hope she will get stronger and feel better.

Mr. Callahan, our ever busy floorman, certainly destroys the old saying "that you can't do more than one thing at a time."

The House Dress Department regrets the loss of its Floor Superintendent, Mr. Cummins, but sends its sincere good wishes with him to his new work. In the event that he is not cared for there, we will welcome him home to the Sixth Floor anytime.

MIKE & IKE.

Mrs. McDonald's assistant, Mrs. McGarry, our ambitious and ever smiling friend, made her first buying trip to New York. We the girls of the department extend to her our sincere good wishes and hope that she will have many more successful trips.

Are you acquainted with Miss Jonreau in the dress-making studio on Sixth Floor? She is tucked away in one corner and hasn't much chance to get acquainted. The girls who are her neighbors in the hem-stitching department say she is a charming young lady. Miss Jonreau was in the store in March and April and returned this fall to resume her work of helping people solve their dress-making problems.

Miss Short of the Flannel goods department inhaled a little "flu" germ and was absent for some time getting rid of it. We are glad to have her with us again.

Shoe Findings

Fifth Floor Shoe Department

As the title suggests, you will find that these paragraphs will be findings about the Shoe Department, interspersed with personals, which we hope will mirror the big new, beautiful, and exclusive Shoe Department.

Everybody in the Shoe Department says that their feet are in fine condition for the Christmas rush as the new velvety carpet worked wonders on them for several weeks, in comparison with the hard main floor.

The Shoe Department has had many newcomers, but Anne Dixon, Bill Fitzpatrick, Vita Neufeld, and Al Price can still sing that "Old Gang of Mine."

World Series Extra—Shoe Department—Late Edition

All in the Shoe Department were given a chance to go to see the World Series, and they certainly appreciated it. We found out that Flo Reeder, Alice Whitehouse, Sarah Tobias, Anne Dixon, Dot Wilkes, Mae McClafferty, Alice Kessel, Miss McLaughlin, and Miss Rosenberger were the girls that were the loyal and rabid fans. "Yes, we soon will have a girls' baseball team for the store." Mr. Finn, our alert and hard working floorman, and Fitzpatrick were fortunate enough to cop tickets for the Series from the "Big Store." In the drawing of the tickets, Mr. Finn proved to be the better gambler for he drew the second, and Fitz the sixth, and doubtful game. Fitz was on pins and needles until he knew that game would be played. Lew, of the shine department, has been wearing a frown, and I must wonder whether he lost his wad on the World Series. Mooney, the porter, claims he won \$60 on the games. He is seen doing a jig constantly; could it be that his winnings are causing his happiness, or is he afflicted with the new Charleston dance craze. The wrappers also knew every detail of the games.

We hope that nobody wants to race the Shoe Department, as we have a big fellow by the name of "Spark Plug" in our stable.

Mr. Zahniser has come back again after recovering from two major operations. Tom Galterio, head shoemaker, recently fell from the second story of his home. He came in the next morning all in one piece, but nevertheless, pretty well shot. He is feeling better now.

The Shoe Department has opened up a marriage bureau. To date, it has succeeded in landing five applicants. They are: Sarah Grimes, Anna Meyers, Esther Elenoff, Nellie McCaffery, and Ann Levenson.

✦ ✦ ✦

Rosella Sill

The fellow-workers of the second floor were deeply shocked to learn of the death of Rosella Sill on November 2. Miss Sill had been with the store for five years, and for the past year was at the second floor service desk. Not feeling well, she left the store early Wednesday afternoon, October 28, and the next day was taken to Mercy Hospital, where she died the following Monday.

Rosella will be missed by all who knew her. She was a quiet, sweet girl who always had a kind word for everyone. We offer our sincerest sympathy to her family.

✦ ✦ ✦

The co-workers of the Book Department and the Stock Rooms extend their sympathies to Bill Stewart on the death of his father.

Bowling



Overgoods

| Player | 1 | 2 | 3 | 4 | Total |
|--------------|-----|-----|-----|-----|-------|
| Heilman..... | 105 | 103 | 94 | 126 | 428 |
| Lhota..... | 133 | 116 | 123 | 85 | 457 |
| Dummy..... | 76 | 84 | 81 | 78 | 319 |
| Dummy..... | 113 | 98 | 70 | 106 | 387 |
| TOTALS..... | 427 | 401 | 368 | 395 | 1591 |

Bargains

| Player | 1 | 2 | 3 | 4 | Total |
|----------------|-----|-----|-----|-----|-------|
| Brantigan..... | 126 | 98 | 125 | 78 | 427 |
| Thieret..... | 113 | 98 | 94 | 106 | 411 |
| Callahan..... | 119 | 136 | 81 | 154 | 490 |
| Schulman..... | 76 | 84 | 70 | 109 | 339 |
| TOTALS..... | 434 | 416 | 370 | 447 | 1667 |

C. O. D.'s

| Player | 1 | 2 | 3 | 4 | Total |
|------------------|-----|-----|-----|-----|-------|
| Ertle..... | 77 | 75 | 84 | 90 | 326 |
| Meyers..... | 105 | 106 | 132 | 137 | 480 |
| Rath..... | 122 | 124 | 87 | 113 | 446 |
| Steinhauser..... | 90 | 90 | 100 | 117 | 397 |
| TOTALS..... | 394 | 395 | 403 | 457 | 1649 |

Odds & Ends

| Player | 1 | 2 | 3 | 4 | Total |
|--------------|-----|-----|-----|-----|-------|
| Haight..... | 124 | 128 | 120 | 105 | 477 |
| Stevens..... | 66 | 93 | 131 | 120 | 410 |
| Dummy..... | 77 | 75 | 84 | 90 | 326 |
| Weiland..... | 159 | 108 | 159 | 138 | 564 |
| TOTALS..... | 426 | 404 | 494 | 453 | 1777 |

Remnants

| Player | 1 | 2 | 3 | 4 | Total |
|--------------|-----|-----|-----|-----|-------|
| Garrity..... | 96 | 110 | 173 | 148 | 527 |
| Gavan..... | 134 | 98 | 101 | 76 | 409 |
| Mahoney..... | 104 | 98 | 142 | 114 | 458 |
| Erb..... | 100 | 130 | 158 | 123 | 511 |
| TOTALS..... | 434 | 436 | 574 | 461 | 1905 |

Wagon Calls

| Player | 1 | 2 | 3 | 4 | Total |
|--------------|-----|-----|-----|-----|-------|
| Heslip..... | 125 | 89 | 125 | 104 | 443 |
| Danner..... | 88 | 100 | 117 | 90 | 395 |
| Fichter..... | 114 | 110 | 129 | 114 | 467 |
| Walker..... | 94 | 151 | 204 | 95 | 544 |
| TOTALS..... | 421 | 450 | 575 | 403 | 1849 |

Send Again

| Player | 1 | 2 | 3 | 4 | Total |
|--------------|-----|-----|-----|-----|-------|
| Smith..... | 86 | 105 | 99 | ... | 290 |
| Drake..... | 115 | 125 | 123 | 123 | 486 |
| Brodie..... | 76 | ... | 127 | 76 | 279 |
| Thomas..... | 106 | 174 | 121 | 153 | 554 |
| Hunvald..... | ... | 104 | ... | 77 | 181 |
| TOTALS..... | 383 | 508 | 470 | 429 | 1790 |

Contingents

| Player | 1 | 2 | 3 | 4 | Total |
|---------------------|-----|-----|-----|-----|-------|
| Hadley..... | 106 | 113 | ... | 108 | 327 |
| R. J. Robinson..... | 106 | 142 | 111 | 130 | 489 |
| Gundecker..... | 101 | ... | 88 | ... | 189 |
| W. E. Robinson..... | ... | 123 | 114 | 104 | 341 |
| Croke..... | 159 | 146 | 92 | 148 | 545 |
| TOTALS..... | 472 | 524 | 405 | 490 | 1891 |

Splashes from the Swimming Pool

Ahem-whiz. Here's Miss Foley out in fine shape on the latest strokes. She may take a try at the English Channel next summer.

Yes, we all did wonder what the attraction was on the first floor every Friday evening. It's Mrs. Snyder and her champion swimmers headed for the Y. W. C. A. There they swim and splash to their hearts' content. If you like the mermaid sports, don't envy this crowd, but join it. See Mrs. Snyder (Timekeeper's Office) for details and be one of the crowd next week.

A secret: Mrs. Snyder likes her new blue socks so well, she refused to take them off even in the pool.

The Homer Smith is but a mere boat when our "submarine" Mary Cunningham takes a dainty dive. Time to move.

No one needs to be told what a pretty girl Miss Green is, but, oh, when she swims, you should see the face she makes.

Our skating club was great till someone came along and pushed Marcella on the floor and hurt her feelings.

Mr. Paul's department wishes for an Oriental Rug to go with the new draperies. We're anxious to see it!

You may believe that the last world series caused plenty of excitement on Tenth Floor. Miss Pauley was so "hoarse" she said she felt like a young "colt" Mrs. Snyder almost had heart failure, and had to call on Miss Green for first aid. Little Esther was dancing the Charleston and doing the broadcasting at the same time.

Rose, did you ever hear that old wise saying; Curiosity killed a cat."

Have you ever seen Arthur Slotterbach's glasses? They claim he's a motorcycle driver but I think he's a Sherlock Holmes.

A referee was needed around Cherry Way when Emma Snack was knocked down in the first round by BeBe Rodgers.

The Cupid's Garden (Auditing Office) is continuing to be busy. Even Rose Kart writes letters during her lunch hour. No danger of indigestion if that's the case.

Anna Gillingham looks suspicious, reading the same book all the time. The name of the Book is "How To Reduce," by Eat More.

Tillie Chusett's and Bertha Hoffman's boy friends must like music. You should hear these two make the ukeles hum.



Drapery Department

Miss Veasy (approaching lady customer who is turning over piece of merchandise on table and looking in and under each piece), "Something you are looking for, Madam?"

Customer (still continuing search): "Yes, I am looking for my husband."

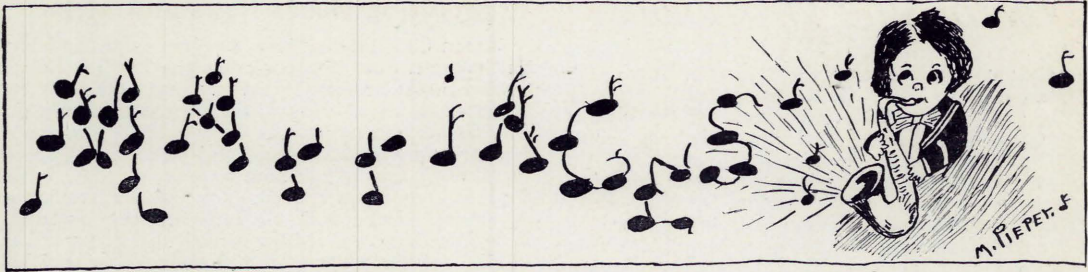
We are glad to see Helen Hausman back after a three weeks' illness.

It is whispered around the department that Miss Voelker is saving all her extra pennies for next World Series; we hear that she was a heavy loser in the last Series. Hope you have better luck next time, "Buns."

Mrs. Burns said she would be sore if she didn't get her name in the Storagram, so there you are, Mrs. Burns.

John, in the Wallpaper Department seems to be very popular with the ladies. How do you do it, John?

We'll soon go back to childhood days. The toys are going to be our neighbors—Oh, Joy!



June is proverbially the month of brides but the fall months seem to be just as popular with many of our fellow-workers who are pushing off into the seas of matrimony. There were weddings and rumors of weddings to such an extent that we decided to have a bride's page. We wish them all the greatest joy and many years of happiness.

The following weddings are to take place in November:

Miss Mathilda Schmitt of the Sixth Floor Silk Department to Mr. Walter Weil of Pittsburgh—November 18.

Miss Helen Cavanaugh of the Fourth Floor Service Desk to Mr. Bernard McCann of Pittsburgh—November 18.

Miss Jenny Baer of the Basement Transfer Desk to Mr. Alexander Coy of McKeesport—November 21.

Miss Mae Kelly of the Infants' Department to Mr. Harry Duvall of Noblestown on Thanksgiving Day.

Miss Winifred Nee of the Ladies' Blouse Department, Fourth Floor, to Mr. Walter G. Ebbert of Pittsburgh, November 18.

Miss Pauline Kiefer, Art Department, to Mr. John Boyle of Pittsburgh on Thanksgiving Day.

Miss Theresa Meyers, Second Floor Service Desk, to Mr. John Borneman of Pittsburgh on November 18.

Miss Peggy Drake of the Hemstitching Department on Sixth Floor is to be married to Mr. Jesse Cornelius of Bellevue sometime this month. She will not reveal the date, but we understand that the wedding will be at her home in Beaver Falls sometime late in November.

* * * *

Shower for Miss Nee

Miss Ethel Fineberg gave a miscellaneous shower for Miss Winifred Nee at Miss Nee's home on the evening of October 5. Winifred has been with Kaufmann's more than five years and is about to leave us to embark on the matrimonial sea. All the members of the Blouse Department and a number of others were at the party. There were many lovely gifts for the bride-to-be, including electric helps, table linens, towels, silver, tea set, and other very useful and beautiful articles for her home. Miss Nee's mother and sister served a delicious lunch. Every one had a delightful time and in parting gave Winifred an additional shower of best wishes.

✦

Alteration Work Room

Mrs. K. Smith celebrated her birthday, October 20th, by giving the fitters a chicken dinner, 'n everything. "K" was the recipient of a beautiful plant and a box of

Joe Miller, head of the Camera Department, was married to Miss Marion Scherwin on Tuesday, November 3. Mr. and Mrs. Miller spent one week in Cleveland, and are now happily settled in Pittsburgh.

Miss Pearl Marcus, formerly in the Basement Waist Department, was married to Mr. Edward Gilman of Pittsburgh on October 18.

Miss Olive Gorman of the Jewelry Department was married October 17 to Mr. Philip Sealmund of Mt. Oliver.

Mrs. Shingledecker of the Ladies' Alteration Workrooms was married October 6 to Mr. Albert Gibson.

The Auditing Office has been called "Cupid's Garden" and this list proves good cause for the name. Some of these weddings took place in the summer but have not been reported in the Storagram. Others took place in September and October.

Madeline Volger to Mr. Paul Menzel.

Emma Weyand to Mr. Thomas Elliott.

Amelia Engel to Mr. Jack Quinn.

Stella Vogel to Mr. Russell Garlock.

Marie Klug to Mr. William Thomas.

Nellie Scully to Mr. Donald Ames.

Victoria Voelker to Mr. Eugene Bailey.

Katherine Rodgers to Mr. Payton Johnson.

Edith Rubinoff is the latest and most surprising of the brides in the Auditing Office. She and Harry Paulas slipped to Cleveland, Tuesday, November 10 and were married. Edith is a very quiet maid and knows how to keep a secret. Best wishes for many happy years.

flowers from the fitters. Also, a pair of earrings, of such length, she might get her foot in it if she attempts to wear them in the store. The fitters left their dignity in the store and all enjoyed themselves thoroughly.

Although some of the Department Managers of the Big Store did not attend the world series in person, one especially, let his mind wander in that direction. After leaving the Big Store, instead of taking a car for home, he boarded one bound for Glenwood. After riding around for an hour or so, he politely asked a young man, "Where am I?" We all know that he didn't get home for dinner at his usual time. Wonde if the scores and street car numbers get tangled up?

✦

It's better t' be up 'nd doin' than t' be down 'nd done.

Th' man that only partly does things generally looks th' part.

A woman never pretends t' be young until she begins t' feel old.

North Side Warehouse

At the monthly meeting of the Northside Employee's on October 29th, Mr. E. J. Kaufmann gave a talk on Service and Workmanship. He spoke of the kind of service we should render, and how proud we should feel of our workmanship. Mr. Kaufmann cited the case of the marble cutters, the first man who just worked, the second man who worked for \$7.50 a day and the third man who worked because he loved his work. Mr. Kaufmann complimented Mr. Wilcox upon the attention of the co-workers during the meeting. We all realize that Mr. Kaufmann is a very busy man, but we hope he will find time to come back again, in the near future, and give us another one of his splendid talks.



Theatre Party

I would like to have heard some of the excuses the married men gave their wives the night of the theatre party.

Charlie Fastin said that he was all out of excuses and anyhow, Mrs. Fastin wouldn't believe him if he told the truth. Kind of tough, Charlie.

Mr. Clarity slept through the first act, he blames it on the chorus.

Bill McCloskey of the Shipping Department was all smiles. Bill claims he knew one of the actresses.

Somebody "Sprung" one on Andy Lunz. Andy, did you have a concrete seat?

Swan only remained for the first act; it is said that he didn't want to keep the fair lady waiting.

The most nervous man in the party was Alec Wassel. After watching Alec, I now know why young men leave home.

Whitey Harmes still insists that the girls were smiling at him.

George Engel and his guest Mr. Grau from Montana, obtained tickets for their wives in another section of the theatre. So they were two of the party who didn't have to make any excuses.

Sam Goldstein's mother gave him strict instructions to return home immediately after the show.

Mr. Boyle, I would suggest that you charge the people whom you ride home in the evening a certain fare and maybe you will get enough to buy a new battery.

Mr. Geisler from Forbes Street surely looked nifty and maybe the girls didn't notice it.

Sam Spokane of China Stock had an important engagement and he was unable to attend the party. It is reported that Sam is soon to desert the Bachelor's Club.

The party was comprised of thirty warehouse men, not counting Coal-Oil-Johnny (McSulley) from the Rug Department.

We hope to have a larger crowd and a bigger party the next time.



Charlie, the elevator-man, who won \$80.00 on the world series sure was lucky. Mr. Wilcox suggested that he donate the money to the Old Ladies' Home, but Charlie said he was going to turn the money over to President Krause of the Grandmother's Club.

Clarence Weber of the Receiving Department is soon to take unto himself a bride. We don't know who the girl is, as yet.

Harvey Davis claims he could make lots of dates with the girls, if it wasn't for Charlie Geis 'vamping' them.

Sporting Goods News and Views

Wagon Calls, is the "nom de plume" for the fellows that represent our department in the Bowling League. The whole team showed great form against Erb's "Two Hundred Bowlers," otherwise known as the Remnants. Mr. Walker, our buyer, was the hero of the first match. His strike in the last round and eight on the second ball threw the third game our way by one point. Capt. Danner is confident that his boys will finish as leaders at the end of the duck pin race. At the first match Pete Wendling and Miller wiped the sweat off the balls. For the balance of the season they will help the Salvation Army serve Hot Coffee and Doughnuts.

Anna Rice is doing well, thank you. She was a bit indisposed for about a month after eating her own cooking.

Clarence Faust needs bonus money so badly that he carries a turkey wishbone to help his sales.

As Ruth Barry is on the job all the time, we can't throw any "razzberries" her way.

Our "Launzman" Elizabeth Lacher has just returned from a very pleasant trip through Europe with improved health and a carload of souvenirs.

The veterans of the Sporting Goods Department are glad to see Mr. Elmer Kaufmann again associated with the store.

The Shoe Department divulges the following list of Miss Hobb's transactions since September 32nd.

3 pairs shoes.

1 pair goloshes.

\$1.75 repairs (for straightening 7 pairs of heels).



Third Floor

The only excuse the Infant Department have for not being heard from 'ere this is that the Infant's have just learned to write.

We wish to make known that fact that Miss Mae Keller, will be the next bride from the Infant Department. Never mind "Kelly" it won't be long until you're sentenced for life. But we all wish you a happy future.

We wonder who'll be the next? Conditions are in favor of Miss Guminder; all day long we hear of "Jack," because he comes every night, doesn't he, Irene?

Bennie (the interior decorator) spends a lot of time in the department, and we wonder, yes wonder, what the attraction is. "What do you have to say about it, Goldie?"

Miss Leonard is the star comedian of the department, Miss Peiper, too deserves honorable mention along those lines of talent. They keep us in good spirits and otherwise. Then Mrs. McGuire climaxes every joke with, "Gosh."

We lost a valuable friend from our department, but that friend was found on sixth floor. We miss you, Miss Weyman, but you have our best wishes for success.

Folks you'll hear from us in next Storagram, because the Infant's have learned to write.



"Peck's Bad Boy" has come to life on Third Floor, and she truly is the life of her department.

Mr. Kiefer in Boys' Hats has upset the hearts of most of the girls in that part of the store. But Anna whom he strives hardest to please, doesn't pay one bit of attention to him.

The Boys' Hat Department is glad to have Miss Kittle and Miss Calig with them. The girls like the department and their work, so everybody's happy.

"Bell" doesn't seem to be in the best of spirits these days. Has something happened to Jerry?

Out Forbes Street Way



The whole delivery force knows and praises this baby. Grace is just two years old, and her father, Joe Biggs, is sure there can't be a brighter and sweeter little girl in the world.

Mr. Cohen is often spoken of at Forbes Street Warehouse. It seems that he is sadly missed.

Grif sure has a good time trying to keep his girl packers at their tables.

The hit of the season is the Charleston Kid.

Since Mr. Hanlon has taken charge of the mechanical end at the Garage it is a pleasure to see the quick results you get on any repairs you report on your trouble card.

George Shomo the driver on No. 6 route does not have any trouble delivering in apartment houses; he can stand on the pavement and hand them up to the third floor.

Mr. Harold Hoffman is sort of getting out of bounds he spends a great deal of time on the second floor. Look out Vera I heard him asking for a raise.

I see they have a typewriter in the office again but I don't think they have a player for it. Would like to see Mrs. Reynolds back again. We all miss her.

There is one born every minute says Erb as he marches up to the Bowling Alley.

With McClure it is different, he says there is a new house built every day in Knoxville.

Did you ever hear the Packers Trio Listen in on the selection: Old Black Joe?

By: Big Six Ackerman—Doc & GRIF.

Simon must be going into the second hand business. Buys up all damaged goods. How about it, Simon?

Jeans tells about her experiments, and the boys start singing—"It May Be So But I Don't Know."

The new order filler on House Hold Side is very efficient—Page Mr. W. Graber.

Big Six Ackerman is an optimist. He is always on the wrong side of an argument.

Ackerman is always broadcasting. But all we tune in is Static.

Bill Euler is always running down the Irish. Not me. My best friend is named Mooney.

Miss Ida Russman is still on the job. She is some cashier—knows if you are short before you take the money out of your pocket.

First Floor Fliers

Mr. Trott recently has joined the ranks of the Clock Department. We hope that he will very quickly become friends with us and like his work.

Miss Kiley and Miss Thomas of the Jewelry Department had a tragedy the other evening. After much exertion over a batch of fig taffy, they had the misfortune to ruin it all—result: no taffy for the Hallowe'en party.

Miss Ella Croco of the Handkerchief Department has been at home very ill for some time. All the people in her department miss her very much and trust that she will be back soon.

Miss Curry is back in the Book Department after a vacation spent mostly at the world series games.

Miss O'Brien is an expert on the care of alligators. Recently she received one from Florida and has been kept busy since then buying fresh meat and fish. It is twelve inches long now and guaranteed to grow at the rate of two inches a year. When it measures a yard and starts to show its teeth, "Betty" thinks that she will give it to the zoo.

Miss Silverman must make a striking looking Hawaiian girl. She won a prize at a Hallowe'en party when she wore one of the Dennison hoola-hoola dresses.

"Dave" Cohen who has been in charge of the stock room of the Men's Hat Department for several years, recently has been moved to the selling floor. We're very glad to have Dave with us.

Mildred Crumpton has been absent for several days after having had the misfortune to be hit by a machine. We trust that it is not serious and that she will recover very quickly from the accident.

Laura Rhodes of the Rubber Goods is always on time. Wish she would publish the recipe.

Register Office News

Yes, we are in the Big Store, and we want our friends to know it.

On October 17th, a party was held at the home of Miss Edna Stass, in Bloomfield, the entire force, numbering six, being present. As the fortunes revealed, Miss Edna will be leaving us next spring, a fortune we feel will be true as Bill needs a partner in the grocery business then.

Christmas is near and Miss Veronica, our boss speaks of a Teddy, but we don't think she means a teddy-bear.

Viola was with us during school vacation and is anxious to be with us again next year.

Anna speaks longingly of Florida but as long as a certain carpenter is here we are not much worried about losing her.

Bookkeeping Notes

Heretofore the Bookkeeping Department, an important factor in "The Big Store," has not been very prominent in the Storagram. But we want all our co-workers to know we are still on the map. Peg McCaffrey, our blond, slipped away on July 18th, with the best man in the world, so she thinks, and now answers to the name of Mrs. Brown. Sweet, isn't it?

Woe to the office if Thelma Roth should lose her sense of humor. By the way, Katherine, how are all the farmers?

Sheba works busily at the files, but how her heart pines for "Charlie, My Boy."

Milly Smith is the champion giggler in the office. If a laughing or a giggling contest should happen at any time, please let her know.

Lottie seems happy lately. Speak up, and let us in on the secret. Many of the girls always have a far away look. I wonder why?

It's the Spirit of the Gift

Now is when you should estimate and budget the amount you intend to spend for Christmas gifts. Make your gift list and approximate what you will spend for each person on it, then itemize the things you can buy at the price in question. Half your problem is solved; but the other half is to keep within your budget.

To fulfill its mission, a gift need not be expensive. Bear in mind when making your Christmas purchases that a gift must be appropriate, in good taste, and either for practical use or a joy of beauty. The list on this page is compiled with those fact in mind.

FOR DAD

Gloves
Ties
Handkerchiefs
Shirts
Belts
Reefers
Hats
Fur Hats
Smoking Jacket
Bathrobe
Kit Bag
Fitted Bag
Slippers
Pajamas
Humidor



Books
Fountain Pen
Watch
Watch Chain
Cuff Set
Stud Set
Golf Bag
Golf Clubs
Sweater
Pipe
Military Set
Shaving Set
Socks

FOR MOTHER

Electric Percolator
Waffle Iron
Electric Iron
Gloves
Hosiery
Scarf
Leather Bag
House Slippers
Suitcase
Hat Box
Fitted Case
Books
Stationery
Radio
Desk Set
Victor Records



Linen Cloth
Handkerchiefs
Brooch
Ring
Sewing Cabinet
Sewing Machine
Sewing Basket
Art Needlework
Refreshment Set
Console Set
China Dinner Set
Boudoir Set
Negligee
House Robe
Writing Desk

GRANDMOTHER

Cashmere Shawl
Sewing Cabinet
Sewing Basket
Art Needlework
Slippers
Bible



Favorite Books
Gloves
Hosiery
Fur Scarf
Undergarments
Negligee

GRANDFATHER

Gloves
Shirts
Woolen Reefer
Smoking Jacket
Lounging Robe
Slippers
Pipe



Books
Socks
Watch
Hat
Rubbers
Pajamas
Humidor

FOR SISTER

Gloves
Hosiery
Wrist Watch
Slicker
Slippers
Toilet Set
Fitted Case
Books
Stationery
Purse
Negligee
Diary



For Brother

Ties
Blouses
Shirts
Bathrobe
Pajamas
Caps
Sweater
Brief Case
Watch
Slicker



Bicycle
Camera
Books
Air Rifle
Meccano
Slippers
Pen and Pencil Set
Punching Bag
Boxing Gloves
Diary

FOR BABY

Layette
Big Rubber Ball
Teething Ring
High Chair
Walking ?
Bootees
Sweater Set
Stockings
Woolen Cap
Gertrudes
Afghans



For INTIMATE FRIENDS

Books
Stationery
Gift Shop Curics
Memo Book
Diary



GIFT
Suggestions

Christmas Savings Club

IMPORTANT ANNOUNCEMENT

The last payment of the Christmas Savings Club is to be made December 9, and all books should be turned in on that day. Please see that your book is in, and save Miss Curtin and Miss O'Keefe many weary hours telephoning department heads to "round up" late books.

Checks will be ready for distribution on

DECEMBER 15

The Savings Club which started with the Credit Department club and then grew to include the whole store has received savings to the amount of \$117,942 from the time it began in January, 1921, to October 27, 1925.

The Christmas Savings Club from July 1, 1925, to October 27 has taken in \$11,072.14. With the six payments yet to be made, it is probable that the savings will be about \$15,000.00. The total number of accounts is 429, an increase of seventy over the number of members in the Vacation Savings Club. The following departments have 100% membership:

Women's Shoes
Marking and Receiving
Shopping Bureau
Complaints
Credit

There will be unanimous rejoicing in those departments on December 15. It takes very little effort to save when you join the club, and what a satisfaction is that good sized check just before Christmas!

My Thanksgiving Day

Whene'er I close mine eyes to sleep
And watchful stars come out and peep;
While darkness all around me creep
In reverence, I pray.

I then go off to slumberland
While angels hold my weary hand;
And watch with Love, at God's command
To waft my thoughts away
Till morning comes and I awake,
The land of dreams, I then forsake.
New resolutions then I make—
With gratitude, I say

"I thank Thee, Lord, for silent rest
This day, I long to do my best.
Health, Strength and Peace, are Thy bequest"
Each morn Thanksgiving Day.

C. M. HUSKINS.